



Brochure

Experience Assessment Framework

**Evaluate and Elevate Your
Digital Customer Experience
with Actionable Insights**



Introduction

In today's fast-paced digital landscape, businesses across industries are striving to enhance their customer experience to maintain a competitive edge. Yet, many face significant challenges in accurately assessing and improving the experiences delivered through digital channels like mobile apps and websites.

Did you know?

1. The **App Store hosts over 2.04 million apps**, while the Play Store has **2.29 million apps** available for download. (Source – Statista, 30th August 2024)
2. According to Stanford web **credibility** research, **75%** of **users admit to judging a company's credibility based** on its **website's** design.

Without robust tools and methodologies to effectively measure and analyze customer interactions across digital platforms, businesses risk missing valuable opportunities and facing customer dissatisfaction. For instance, an airline company may not understand why their booking app has low user retention despite high download rates, or a hotel chain may struggle to understand the low engagement of their loyalty program despite offering attractive rewards.

LTIMindtree Interactive's Experience Assessment Framework bridges this gap by providing comprehensive insights and actionable data. Our approach helps businesses elevate their digital customer experience, uncover the reasons behind user behaviors, improve engagement, and drive customer satisfaction and loyalty.

Business Benefits to drive



Elevate Customer Experience



Data-driven Digital Strategy



Increase Conversion Rates & Revenue



Competitive Advantage & Innovation

Our Experience Assessment Framework

Our Total Experience Score Toolkit offers a comprehensive evaluation with multiple experience assessment parameters designed to measure the effectiveness of your digital channels. This toolkit provides detailed insights into various digital transformation experiences, enabling businesses to pinpoint areas for improvement.

Experience Assessment Across Channels



Our Methodologies



Tool-led Data Collection |
Primary & Secondary
Research | Heuristic Analysis



Surveys | Questionnaires |
Workshops | Interviews with
Industry Experts



Our experience with
over 300 global clients

Key Assessment Parameters Include

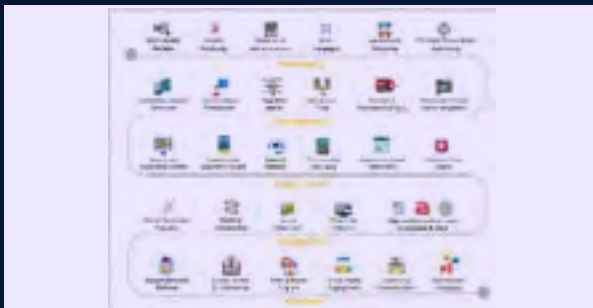


What insights and deliverables you can expect?

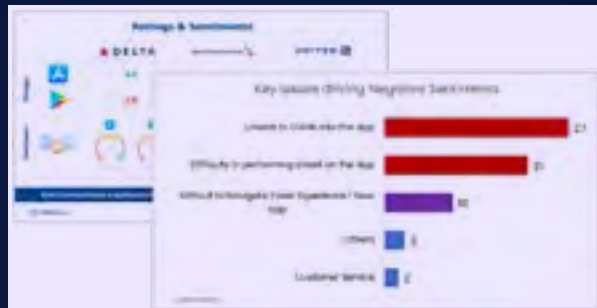
Our assessment process provides a comprehensive set of deliverables that will empower your business to grant next-gen digital customer experiences such as:

Customer journey reports, opportunity maps, experience scorecards, survey results, benchmarking reports, recommendations, roadmap, and more.

Journey Mapping



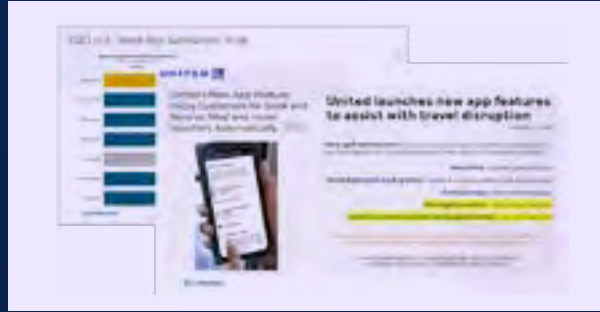
Voice of Customer Deep Dive



Feature Analysis & Benchmarking



Competitor Insights



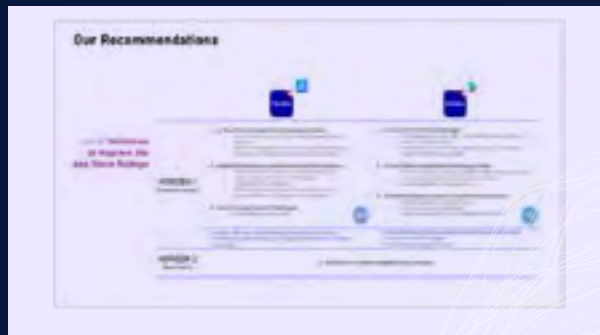
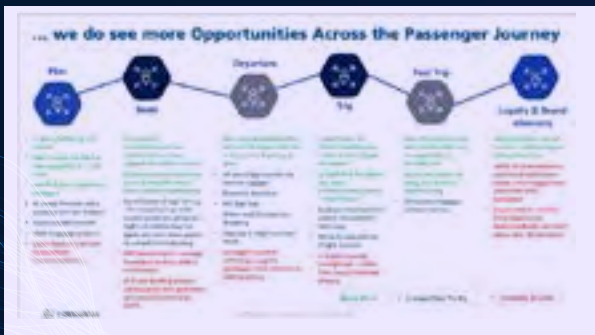
Heuristics, SEO & Traffic Analysis



Industry Trends



Opportunity Roadmap & Recommendations



Success Stories

Mobile App Experience Assessment for a Leading Global Airline

We assessed the mobile app for one of the world's largest airlines, focusing on user feedback, app journey mapping, and competitive benchmarking. By analyzing customer pain points and comparing features with competitors, we identified areas for improvement and proposed new features. Our recommendations enhanced the user experience, increased satisfaction, and ensured the app stayed competitive, leading to improved user retention and innovation in the airline's mobile strategy.

Website Experience Evaluation for a Leading Middle Eastern Airline

We evaluated a leading Middle Eastern airline's website, analyzing web traffic, SEO, usability, and navigation. Our competitive benchmarking revealed opportunities to improve the user journey and content. Based on data-driven insights, we provided actionable recommendations to optimize the website's performance and ensure a better user experience. This resulted in higher engagement, improved SEO rankings, and a more seamless navigation experience, helping the airline enhance its digital presence.

Maximizing Mobile App Ratings for the Largest Nordic Bank

We helped a Nordic bank improve mobile app ratings and user feedback. By conducting a detailed sentiment analysis, we identified critical pain points and suggested both near-term and long-term solutions. Our recommendations improved user experience and encouraged more reviews, leading to higher app store ratings and customer engagement. This enabled the bank to stay relevant in the competitive market, with better app performance and enhanced user sentiment.

About LTIMindtree Interactive

Crafting Disruptive, Impactful, and Memorable Experiences

At Interactive, we harness the power of human emotions, creativity, and new-age technology to form deep connections and build lasting brand loyalty. Our team of designers, data analysts, and technology experts create seamless, end-to-end solutions that deliver measurable results and drive business ROI. As pioneers on the digital experience frontier, we utilize design and disruptive technologies to craft impactful and memorable experiences that leave a lasting impression.



Our Expertise

CX STRATEGY & DESIGN | MARKETING TRANSFORMATION |
INTEGRATED COMMERCE | REIMAGINE SERVICE | X-INNOVATION

Ready to transform your digital customer experience?

Contact Us at ILP.Markets@ltimindtree.com to learn more and get started!

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — solves the most complex business challenges and delivers transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.